

Fiscal Year 2016
GRANT GUIDELINES and REQUEST FOR PROPOSALS

Issued by Tobacco Use Prevention and Cessation Program
Baltimore City Health Department
7 E Redwood Street; Baltimore MD 21202-1115

Bidders Conference is on Tuesday, August 18, 2015.

Time: 3:00 to 4:30 p.m.
1001 E. Fayette Street
Fiscal Conference Room

Letter of Intent is due on Monday, August 24, 2015.

Applications are due by 4:30 p.m. on Tuesday, September 1, 2015.



Contents

I. Background and Process	3
A. Purpose	3
B. Funds Available By Component for FY16	3
C. Applicant Eligibility	3
D. Information Session	4
E. Letter Of Intent	4
F. Submitting the Application	4
G. Application Review	4
II. Parts of the Application and Evaluation Criteria And Points	5
III. CONTRACTS	6
IV. APPLICATION	6
A. Preparing the Grant Application	6
B. Standards for FY16 Awards	7
C. Restrictions & Requirements	8
C. General Terms and Conditions	9
D. City of Baltimore Insurance Requirements	10

I. Background and Process

A. Purpose

Funding for the Tobacco Use Prevention and Cessation Program is provided pursuant to MD Code, Health – General, Section 13-1002. Funds are managed by the Maryland Department of Health and Mental Hygiene (DHMH), and granted to 24 local jurisdictions according to population and prevalence of tobacco-related illness. The grant award to Baltimore City is administered by the Baltimore City Health Department (BCHD).

The intent of the Cigarette Restitution Fund Program (CRFP) is to assist local jurisdictions "to reduce tobacco use among women, minority individuals, and individuals under the age of 18 years"¹ and "to increase availability of and access to cessation programs for uninsured individuals and medically-underserved populations"². The long-term goal is to reduce morbidity and mortality caused by the use of tobacco products.

Tobacco Use Prevention and Cessation Program services must be offered without regard for the individual's ability to pay, their past or present health, and in a setting that is accessible to low-income residents. Services must be provided entirely within Baltimore City.

Funds must be used to deliver or to enhance existing tobacco use prevention and cessation services. Services may be provided in public and private settings, outpatient and inpatient medical facilities, community health centers, schools and colleges, nonprofit agencies, senior citizen centers, churches and faith-based organizations, and work places. Cessation services may include individual and group counseling, group cessation programs, pharmacotherapies (nicotine replacement patch), enforcement of point-of-purchase laws, purchase or translation or development of print materials for ethnic or minority groups, hypnosis, and other support services. Imaginative incentives, with tobacco use prevention and cessation messages, are encouraged to reinforce positive behaviors.

B. Funds Available By Component for FY16

Funds available for bid from July 1, 2015 – June 30, 2016 on a **cost reimbursement** basis: **\$146,385**. Funds not disbursed by June 30, 2016 must be returned to DHMH. Projects are described in Attachment A.

C. Applicant Eligibility

Eligible applicants are nonprofit organizations: government, health advocacy/education, community, religious, health centers, substance abuse/mental health, family planning, prenatal clinics, colleges, universities, senior citizens, and ethnic. Previously-funded vendors must complete their performance measures in order to be eligible for another award.

The following are not eligible:

- Individuals
- National organizations*
- For-profit entities
- Prior vendor that did not complete performance measures.

¹ Maryland Code, Article - Health - General, Subtitle 10, Section 13-1008(C)(8)

² Maryland Code, Article - Health - General, Subtitle 10, Section 13-1008(C)(9)

*Local chapters may apply if they meet the definition of a community-based organization, provide the grant-funded activity *entirely* within the jurisdiction boundaries of Baltimore City, and serve *only* Baltimore City residents.

D. Information Session

An Information Session will be held (SEE COVER PAGE FOR DATE). Before the Information Session, you may email questions to Emilie Gilde at emilie.gilde@baltimorecity.gov and your questions will be answered at the Information Session.

E. Letter Of Intent

An informal Letter of Intent is requested by email on the Monday following the Information Session. State the intent to apply and the project(s) for which you are applying. The letter is not binding. (SEE COVER PAGE FOR DATE) The Letter of Intent should be sent by email to: emilie.gilde@baltimorecity.gov.

F. Submitting the Application

Applicants must submit the *entire* application by email as a Word document or PDF. The applicant should also mail three complete paper copies to the office, postmarked on the due date.

► ***The final and complete application is due by 4:30 pm on the due date. Applications received or delivered after 4:30 pm on the due date are late and will not be reviewed. Please do not request an exception to these guidelines.***

Send the application to:

Emilie Gilde, Director
Tobacco and Cardiovascular Initiatives
Office Chronic Disease Prevention
Baltimore City Health Department
7 E Redwood Street, Rm 210
Baltimore, Maryland 21202-1115
Emilie.gilde@baltimorecity.gov

G. Application Review

BCHD will establish a review committee to score the applications. Applications will not be accepted from organizations that are represented on the review committee because of the conflict-of-interest. Each reviewer must sign a Conflict of Interest Assurance for *each* application reviewed (Appendix 1:7). The Assurance attests that the reviewer is not on the board of the organization nor does the reviewer, or a family member or partner, have a financial or political relationship with the organization and its application.

Numeric evaluation values are assigned to each section (Section I). Three reviewers score each application; these are summed and averaged to achieve a final score. The reviewers recommend the highest-scoring applications to the Commissioner of Health. The award letters are provided by the Commissioner of Health.

II. Parts of the Application and Evaluation Criteria

- Cover Page
- Capability of the Organization – 15 points
What is the mission of your organization? What experience do you and/or your organization have in tobacco-related work?
- Description and Documentation of Access to the Target Population(s) – 15 points
Describe your target population (can use socioeconomic and demographic indicators). What geographic area (zip code) will you serve? How you will reach these groups of people?
- Fiscal and Accounting Procedures – 5 points
Who is your financial/accounting officer? Do you undergo an annual audit? Who performs your audits?
- Work Plan, Time Table, Methods, Activities, Performance Measures – 30 points
Describe the organization's ability to complete the proposed activities by June 30, 2015 using the template provided in the application, including outcome objectives, reportable milestones, a timeline, and measures.
- Evaluation – 15 points
How will performance be measured? Who is accountable?
- Budget Forms – 10 points
A complete budget must be submitted on the BCHD Form Set 432A-I. Include all forms, even if not used.
 - 432A - Vendor Signature and Information
 - 432B - Line Item Budget
 - 432C - Performance Measures
 - 432D - Salary Costs
 - 432DD - Other Personnel Costs (Fringe Benefits)
 - 432E - Consultant Costs
 - 432F - Equipment Costs
 - 432G - Purchase of Service
 - 432H - Anticipated Sources of Funding
 - 432I - Check List
- Budget Narrative – 10 points
 - Base salaries and percent of time (calculate and show in budget narrative)*
 - Unit price times the number of items to be purchased or printed (calculate and show)*
 - Include only the direct program costs in the budget**
- Budget Narrative – 10 points
Use the completed Form 432D as an outline for salaries in the Budget Narrative. The completed Form 432E serves as an outline for the Consultant Costs. Describe what the staff member or position will do, relationship to other staff, and role in the project. Briefly state why the position or purchase is necessary to support the project.

A Note on Partners: Each partner must complete a set of budget forms and a budget narrative. Incomplete or inaccurate information from the applicant's partner is an impediment to finalizing the budget and contract – a requirement before any payments will be made by the City of Baltimore. A partner is defined as an entity that receives funds.

The lead applicant should provide a complete copy of this RFP and the budget forms to each partner organization that will be paid from the lead applicant's grant award.

The applicant should list the partner amount on its Form 432G, purchase of service, and on its 432B line item budget. Also: Each partner should complete a signed Form 432A, a Form 432B, and a one-paragraph budget narrative. Other forms are only those used.

*For purchases, or purchase of services, calculate costs based on the unit price of an item or the hourly rate for a consultant or service. Multiply the unit price or the hourly rate by the number of units or the number of hours to be purchased.

**Program Costs: Include direct costs as program line items and define the percentage of effort provided to the program. (Example: a nurse is full-time staff in an organization. She will spend 25% of her time on the tobacco project. So, the grant budget may carry 25% of her salary. If supplies will support tobacco program staff or incentives are for the client-patients in the tobacco program, then these items are program costs and should be included in the budget.)

III. CONTRACTS

Every Contractor that receives an award is required to enter into contract with the City of Baltimore. A contract that results from the FY16 awards must be completed, approved and signed by all parties within BCHD and other City agencies (Law Department, Finance, Audits, Board of Estimates, Bureau of Disbursements), and the Contractor, before payment can be disbursed. Payment is a reimbursement for services provided. Payment on an approved contract is processed *in response to* an invoice from the Contractor. These are standard City of Baltimore fiscal and contract procedures.

The following items must be provided in order to initiate a contract:

- Signatory Letter (Appendix 1:3); print on your agency letterhead.
- Minority Report (Assurance, Appendix 1:4)
- Nonprofit and/or IRS letter; for example: 501(c)(3) or other status.
- Certificate of current liability insurance
- Certificate of good standing: MD Department of Assessments and Taxation
- Budget Forms -- DHMH Forms 432A-I

Include these contract documents in the Appendix of the application (see Section R).

IV. APPLICATION

A. Preparing the Grant Application

It is important that applicants provide complete and clear information so that the reviewers can make recommendations based on factual data. To assist the reviewers:

- Follow the instructions in the RFP. Do not confuse reviewers by putting required information in a different section from the one specified in the RFP.

- Provide accurate and honest information. Reviewers tend to respond more favorably to a candid account of problems and proposed creative plans to address them.
- If any required information or data is omitted, explain why. If the omission is legitimate, the application may not be penalized.
- Do not assume that reviewers know the program or geographic area. The application should be self-explanatory.
- Do not use appendices for information that is required in the body of the application. Use appendices for the Attachments specified in the RFP, resumes, or to document materials mentioned in the application.
- The number of pages of narrative text does not include the abstract, the budget, and the appendix. The Appendix does not have a page limit.
- Prepare the application with these reviewer-friendly tips:
 - Proofread the entire application
 - Number all pages consecutively, including appendices
 - Use a 12 point font
 - Set the margins at one inch
 - Text spacing may be either 1.5 or 2.0; do not submit single-spaced copy.
- Organizations are encouraged to adopt a fiscal methodology that is consistent from year to year and includes the same program accounts or budget line items each year.
- The reviewers may consider only the information submitted in the application and may not draw upon personal knowledge about the applicant.

► *Applicants should carefully review all items for audit requirements, cost definitions, and other fiscal and program obligations under this offer.*

B. Standards for FY16 Awards

- **Costs:**
 - *Consultants* – the hourly rate for consultants may not exceed \$50/hour.
 - *Vendors may not exceed these costs. Costs in a budget in excess of these standards will not be approved.*
- **Documentation:** To receive reimbursement for services provided or goods purchased, a vendor must provide a copy of these items as they become available, and no later than the end of the contract period. (The vendor should keep original copies for future state audits.)
 - *Attendance:* For activities and events, provide dated sign-in sheets, with participants' names, addresses, and phone numbers to document performance measures.
 - *Receipts:* A receipt may be a cash receipt, a bill of lading, or an invoice for services or goods purchased, or a similar document with a date of purchase, the vendor name, address and phone number, cost of commodity or services, and a narrative description of the purchase.
- **Cessation Standardization:** To evaluate a cessation program, there must be a comparable number of client visits. For example, the ALA cessation program meets seven times. All seven of these visits equal one program. *BCHD expects its vendors to meet with a client four to five times to constitute an effective cessation "program."* BCHD requires the use of program materials from recognized organizations (American Lung Association; American Cancer Society; Centers for Disease Control, National Cancer Institute) that are tested and proven effective in

helping people to stop smoking. Contractors may create new names for their own cessation programs; but they must use tested programs and cite the source materials.

- **Follow-Up:** The reporting of participant smoking cessation rates within the term of a program is required. In addition, periodic follow-up on clients' continued or failed cessation efforts over time is expected at least quarterly (or more frequently) within the contract period.
- **Compliance Visits:** Notify the Program Director in writing, in advance, regarding your services schedule. The Director may make unannounced site visits to advertised services.
- **Payment:** To receive payment for services, the performance measures must be completed. Reimbursement (payment) for services is based *solely* on these measures.
- **The funded Contractor agrees to:**
 - Participate in and report on project status to the Baltimore City Tobacco Coalition.
 - Participate in Contractor meetings and periodic site visits scheduled by BCHD.

C. Restrictions & Requirements

1. Grant funds may not be used to supplant or replace currently funded activities. This requirement is subject to audit, and requires a signed Assurance.
2. Funds may not be used for any physical plant purchase of improvement.
3. The Contractor may not charge the client-patient for services supported by these funds. Funds may not be used to make payments to the client-patient.
4. Contractors must participate in a referral network to guarantee continuity of care.
5. Funds may not be used for indirect or administrative costs.
6. Funds may not be used to provide services for which payment has been or can be made by third party payers. Contractors must assure that eligible individuals are enrolled in entitlement programs and that tobacco funds are not used to pay for any services covered by such entitlement programs. This is an audit requirement.
7. Contractors are required to submit programmatic and fiscal reports to BCHD. Noncompliance may reduce or terminate a contract. Contractor should include demographics on clients receiving services and descriptive information on services delivered. These reports are the basis for the City's reports to DHMH.
8. The intent of the tobacco settlement fund is to provide services to those who need education, prevention, and cessation services. Organizations receiving funds are expected to establish and monitor procedures to verify and document clients in need of these services. Contractors should demonstrate these procedures at site visits.
9. Contractors that failed to meet the performance measures in an earlier award are not eligible to apply for a current fiscal year grant.
10. Use of funds for print/electronic media must acknowledge BCHD and DHMH thus: *"Funded by the Baltimore City Health Department through a grant from the Maryland Department of Health and Mental Hygiene, Cigarette Restitution Fund Program."*

11. Any publication in a professional journal must acknowledge the Baltimore City Health Department by name. Any such publication must be submitted while in draft to BCHD for review prior to publication.
12. By signing the grant application, the applicant organization assures that it understands these funding requirements and that misuse of funds can result in loss of the current grant and/or removal from future funding cycles.
13. By signing the grant application, the applicant organization assures that it understands the award and contract requirements under this offer.
14. By signing the grant application, the applicant organization assures that it has not been debarred from doing business with the City of Baltimore or in the State of Maryland.

C. General Terms and Conditions

1. BCHD is responsible for reimbursement of services performed under this program. Payment is based on invoices with supporting source documentation. Every effort will be made to make payment under the contract agreement within 45 days of receipt of an invoice.
2. As the tobacco settlement grantee, the BCHD is responsible for the proper stewardship of all grant funds and activities. Contractors are expected to establish sound and effective business management systems to assure the proper stewardship of funds and activities. These systems must meet the requirements outlined by the Office of Management and Budget (OMB) since these standards are followed by the City. The OMB Circulars are available online.
 - A. OMB Circular A-110 - Uniform Administrative Requirement for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations. Circular provides vendors with the minimum requirements or explanations for standards for financial management systems, purpose of: property standards, procurement standards, reports and records, termination and enforcement, and closeout procedures.
 - B. The following three resources establish principles and standards for determining costs applicable to grants, contracts and other agreements:
 1. OMB Circular A-122 - Cost Principles for Non-Profit Organizations
 2. OMB Circular A-87 - Cost Principles for State and Local Governments
 3. OMB Circular A-21 - Cost Principles for Educational Institutions
3. Contractor must obtain an audit in accordance with the revised OMB Circular A-133 - Audits of Institutions of Higher Education and Other Non-Profit Institutions.
4. Compliance with Tax Obligations - Prior to the execution of a contractual agreement, the Contractor must be in Good Standing to do business in the State of Maryland.
5. Confidentiality - all records and other identifying information should be maintained in a secure place, preferably in locked files and in accordance with applicable federal and state laws governing confidential information.
6. City of Baltimore contract item: City reserves the right to charge the vendor up to 5% of the award for noncompliance with program and fiscal report submission deadlines.

7. City of Baltimore contract item: City reserves the right to increase or decrease award within the funding period due to failure to achieve contracted goals and objectives by June 30, 2015.

D. City of Baltimore Contract Requirements

The following sections are excerpts from a standard City contract. Prospective Contractors must comply with these requirements in order to enter into contract with the City of Baltimore.

1. Insurance

- (Section 4) The CONTRACTOR shall not commence work under this Agreement until it has obtained all the insurance required under this section. Further, such insurance shall remain in force during the life of this Agreement. The CONTRACTOR shall name the Mayor and City Council of Baltimore City as additional insured on all policies. The CONTRACTOR, at its sole expense, shall procure and maintain during the life of this Agreement the following required insurance coverage:
- (Section 4A) Professional Liability, Errors and Omissions Insurance, with annual, aggregate limits of no less than Three Million Dollars (\$3,000,000), pertaining to services rendered by professionals on behalf of the CONTRACTOR. If coverage is purchased on a "claims made" basis, the CONTRACTOR warrants continuation of coverage, either through policy renewals or the purchase of an extended discovery period from the date of contract termination, and/or conversion from a "claims made" form to an "occurrence" coverage form. Said policy shall be for services performed, pursuant to this Agreement, either directly or indirectly, which involve or require professional services. "Professional Services" for purposes of this Agreement shall mean any services provided by a licensed professional.
- (Section 4B) Commercial General Liability Insurance at limits of not less than One Million Dollars (\$1,000,000) per occurrence for claims arising out of bodily injuries or death, and property damages. With those policies with aggregate limits, a minimum limit of Three Million Dollars (\$3,000,000) is required. This policy shall include broad form property damage if the CONTRACTOR uses any City of Baltimore owned facility (or facilities). Such insurance shall include (a) contractual liability insurance and (b) sexual and/or physical abuse liability coverages.
- (Section 4C) Business Automobile Liability Insurance at limits of not less than One Million Dollars (\$1,000,000) per occurrence for all claims arising out of bodily injuries or death and property damages. The insurance shall apply to any owned, non-owned, leased, or hired automobiles used in the performance of this Agreement.
- (Section 4D) Workers' Compensation coverage as required by the State of Maryland, as well as any similar coverage required for this work by applicable federal or "other state's" state law.
- (Section 4E) The Mayor and City Council of Baltimore, its elected/appointed officials, employees, and agents shall be covered, by endorsement, as an additional insureds as respects to: liability

arising out of any activities performed by or on behalf of the CONTRACTOR in connection with this Agreement.

- (Section 4F) The CONTRACTOR's insurance shall apply separately to each insured against whom claim is made and/or lawsuit is brought, except with respect to the limits of the insurer's liability.
 - (Section 4G) To the extent of the CONTRACTOR's negligence, the CONTRACTOR's insurance coverage shall be primary insurance as respects the CITY, its elected/appointed officials, employees, and agents from any liability arising out of the CONTRACTOR's performance of the services hereunder. Any insurance and/or self-insurance maintained by the CITY, its elected/appointed officials, employees, or agents shall not contribute with the CONTRACTOR's insurance or benefit the CONTRACTOR in any way.
 - (Section 4H) Coverage shall not be suspended, voided, canceled, or reduced in coverage or in limits, except by the reduction of the applicable aggregate limit by claims paid, until after forty-five (45) days prior written notice has been given to the CITY. There will be an exception for non-payment of premium, which is ten (10) days notice of cancellation.
 - (Section 4I) Insurance is to be placed with insurers with a Best's rating of no less than A: VII, or, if not rated with Best's, with minimum surpluses the equivalent of Best's surplus size VII and said insurers must be licensed/approved to do business in the state of Maryland.
 - (Section 4J) The CONTRACTOR shall furnish to the CITY a "Certificate of Insurance", with a copy of the additional insured endorsement as verification that coverage is in force. The CITY reserves the right to require complete copies of insurance policies at any time.
 - (Section 4K) Failure to obtain insurance coverage as required or failure to furnish Certificate(s) of Insurance as required may render this Agreement null and void; provided however, that no act or omission of the CITY shall in any way limit, modify or affect the obligations of the CONTRACTOR under any provision of this Agreement.
 - (Section 4L) The CONTRACTOR shall include all subcontractors as insureds under its policies or shall furnish separate certificates of insurance and policy endorsements for each subcontractor. Insurance coverages provided by subcontractors as evidence of compliance with the insurance requirements of this contract shall be subject to all of the requirements stated herein.
2. (Section 4M) If the CONTRACTOR is self-insured for any of the above requirements, a certification of self-insurance shall be attached hereto and be incorporated by reference herein, and shall constitute compliance with this section. Any deductibles or self-insured retentions must be declared to and approved by the CITY, and shall be the sole responsibility of the CONTRACTOR. Nondiscrimination

The CONTRACTOR shall operate under this Agreement so that no person otherwise qualified is denied employment or other benefits on the grounds of race, color, religion, ancestry, national origin,

sex, age, marital status, sexual orientation, disability or other unlawful forms of discrimination except where a particular occupation or position reasonably requires consideration of these attributes as an essential qualification for the position. The CONTRACTOR shall post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

The CONTRACTOR shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, gender identity or expression, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, suppliers, or commercial customers. The CONTRACTOR shall provide equal opportunity for subcontractors to participate in all of its public sector and private sector subcontracting opportunities, provided that nothing contained in this clause shall prohibit or limit otherwise lawful efforts to remedy the effects of marketplace discrimination that has occurred or is occurring in the marketplace, such as those specified in Article 5, Subtitle 28 of the Baltimore City Code, as amended from time to time. The CONTRACTOR understands and agrees that violation of this clause is a material breach of the contract and may result in contract termination, debarment, or other sanctions. This clause is not enforceable by or for the benefit of, and creates no obligation to, any third party.

Upon the City's request, and only after the filing of a complaint against CONTRACTOR pursuant to Article 5, Subtitle 29, of the Baltimore City Code, as amended from time to time, CONTRACTOR agrees to provide the City, within 60 calendar days, a truthful and complete list of the names of all subcontractors, vendors, and suppliers that the CONTRACTOR has used in the past four (4) years on any of its contracts that were undertaken with the Baltimore City Market Area as defined in Article 5, §28-1(d) of the Baltimore City Code, as amended from time to time, including the total dollar amount paid by the CONTRACTOR for each subcontract or supply contract. The CONTRACTOR agrees to fully cooperate in any investigation conducted by the City pursuant to the City's Commercial Non-Discrimination Policy, as contained in Article 5, Subtitle 29, of the Baltimore City Code as amended from time to time. The CONTRACTOR understands and agrees that violation of this clause is a material breach of the contract and may result in contract termination, debarment, and other sanctions.

3. Conflict of Interest.

No elected official of Baltimore City, nor other officer, employee or agent of Baltimore City who exercises any functions or responsibilities in connection with this Agreement, shall have any personal interest, direct or indirect, in this Agreement. By executing this Agreement, the CONTRACTOR asserts that it has not engaged in any practice or entered into any past or ongoing agreement that would be considered a conflict of interest with this Agreement. The CONTRACTOR agrees to refrain from entering into all such practices or agreements during the term of this Agreement (and any extensions thereto) that could give rise to a conflict of interest. Furthermore, the CONTRACTOR asserts that it has fully disclosed to the City any and all practices and/or agreements of whatever nature or duration that could give rise to a conflict of interest and will continue to do so during the term of this Agreement and any extensions thereto.

4. Unfair Labor Practices.

Notwithstanding any other provisions in instant Agreement, the CONTRACTOR shall comply with the terms of the Board of Estimates of Baltimore City Resolution dated June 29, 1994 (if applicable) which states as follows:

- a. Contractors, subcontractors, their agents and employees may not engage in unfair

labor practices as defined under the National Labor Relations Act and applicable federal regulations and state laws.

b. Contractors, subcontractors, and their agents may not threaten, harass, intimidate or in any way impede persons employed by them who on their own time exercise their rights to associate, speak, organize, or petition governmental officials with their grievance.

c. If the Board determines that a contractor, subcontractor, or their agents have violated the policy set forth in this Resolution said contractor, or subcontractor will be disqualified from bidding on City contracts, and if they are currently completing contracts, they will be found in default of their contracts.

ATTACHMENT A

Request for Proposals – Baltimore City Tobacco Use Prevention and Cessation Program

FY16 Grants available for bid: \$146,385

Any one provider may not receive an award larger than \$50,000.

Community Awards

Projects	Award Amount	Target Group	Performance Measures/Output
Community Education Educate residents and community leaders about the harms of tobacco use and secondhand smoke exposure. Favorable applications will: <ul style="list-style-type: none"> • Leverage existing resources for tobacco education, including materials from the Real Cost Campaign, smokefree.gov, CDC, Smoking Stops Here, for example • Conduct a focused, data-driven, and community-informed campaign tailored to the target population they are intended to reach • Utilize effective health communications and social marketing • Train and support community leaders and advocates • Increase linkages to smoking cessation and promote smoke-free home rules 	\$26,385	African, Asian, Hispanic, and Native American residents.	Work with at least 4 community-based organizations or groups Conduct at least 2 educational workshops on secondhand smoke exposure and smoke-free homes 2600 People Educated Train 20 Community Leaders
Faith-Based Education Conduct a faith-based initiative to educate residents in places of worship. Favorable applications will: <ul style="list-style-type: none"> • Leverage existing resources for tobacco education, including materials from the Real Cost Campaign, smokefree.gov, CDC, Smoking Stops Here, for example • Conduct a focused, data-driven, and community-informed campaign tailored to the target population they are intended to reach • Utilize effective health communications and social marketing • Train and support faith leaders and advocates to train and educate their congregants • Work with faith-based organizations to increase linkages to smoking cessation and promote smoke-free home rules 	\$15,000	African, Asian, Hispanic, and Native American residents.	Work with a minimum of 3 faith-based organizations Conduct at least 2 educational workshops on secondhand smoke exposure and smoke-free homes Train 10 faith leaders 1500 People Educated

Cessation Awards

Projects	Award Amount	Target Group	Performance Measures/Output
<p>Smoking Cessation Provide tobacco use cessation services for minority and/or medically underinsured individuals. Funds may be used to purchase pharmacotherapies for uninsured patients. Favorable applications will:</p> <ul style="list-style-type: none"> • Use brief intervention best practices including motivational interviewing and the 5As • Use nationally recognized smoking cessation curriculums for individual and group counseling with at least 4-8 sessions. • Leverage existing health systems and non-profits • Implement changes within the system to screen for tobacco use and secondhand smoke exposure and increase referrals for smoking cessation • Leverage existing resources such as text to quit programs, the Maryland Quitline, Fax-to-Assist, for example. • Reach and engage providers to address tobacco cessation 	\$40,000	African, Asian, Hispanic, and Native American residents, including women, pregnant women, uninsured and medically underinsured residents.	1,600 residents
<p>Smoking Cessation – Behavioral Health Setting Provide tobacco use cessation services for individuals with mental health issues. Funds may be used to purchase pharmacotherapies for uninsured patients. Favorable applications will:</p> <ul style="list-style-type: none"> • Use brief intervention best practices including motivational interviewing • Use trauma-informed care • Use nationally recognized smoking cessation curriculums for individual and group counseling with at least 4-8 sessions. • Leverage existing behavioral health systems and non-profits • Implement changes within the system to screen and increase referrals for smoking cessation 	\$15,000	Clients of a behavioral health treatment facility	200 clients

School-Based Awards

Projects	Award Amount	Target Group	Performance Measures/Output
<p>Youth Tobacco Advisory Committee</p> <p>Develop a tobacco youth advisory council to provide insight and feedback to the Tobacco Coalition on its priorities.</p> <p>Favorable applications will:</p> <ul style="list-style-type: none"> Educate youth on tobacco use prevention and cessation and the harmful effects of tobacco use: secondhand smoke, gateway drugs, little cigars, peer pressure, e-cigarettes, and industry influence on youth. Design youth activities to interactively and creatively solicit feedback and recommendations in various areas, including programming, policies, plans, youth outreach, etc. Utilize the recommendations of the previous youth tobacco advisory committee in FY15. Ensure the coalition reflects youth Citywide <p>Monthly recommendations must be reported out regularly to the tobacco coalition and the youth must take part in at least one Tobacco Coalition meeting to share their insights and feedback.</p>	\$10,000	African, Asian, Hispanic and Native American students	<p>20 regular K-12 student members</p> <p>One meeting per month</p> <p>One set of recommendations and feedback from each meeting</p>
<p>Youth Education Program</p> <p>Design and implement a youth education program or campaign on e-cigarettes, little cigars, and smokeless tobacco.</p> <p>Favorable applications will:</p> <ul style="list-style-type: none"> Engage youth in community action against tobacco use and e-cigarettes with a focus on empowerment Use creative outlets for youth to express the impact of tobacco use on their lives and community Utilize the recommendations of the FY15 Youth Tobacco Advisory Council Use electronic, social-media, interactive, and web-based programs to reach youth including Instagram, Facebook, and twitter. Leverage existing, recognized youth resources such as the Truth Campaign, the Real Cost Campaign, or Maryland TRASH, for example. Are focused, data-informed, and tailored to youth and their respective stages of child development 	\$40,000	African, Asian, Hispanic and Native American students	<p>10,000 K-12 students reached</p> <p>5 schools or youth organizations participating</p>